



KSTU  
5020 W. Amelia Earhart Dr.  
Salt Lake City, UT 84116  
(801)532-1300

# CONTRACT

Contract / Revision	Alt Order #
565897 /	9771678
<u>Product</u>	
NRCC IE 2012	
<u>Contract Dates</u>	<u>Estimate #</u>
09/07/12 - 09/13/12	155/426/2597
<u>Advertiser</u>	<u>Original Date / Revision</u>
National Republican Congressional Committ	08/03/12 / 08/03/12
<u>Billing Cycle</u>	<u>Billing Calendar</u>
EOM/EOC	Broadcast
<u>Station</u>	<u>Account Executive</u>
KSTU	Dan Driscoll
<u>Special Handling</u>	
Do Not Mail	
<u>Demographic</u>	
Adults 35+	
	<u>Total Ratings</u>
	85.30
<u>IDB#</u>	<u>Advertiser Code</u>
8380	155
<u>Product Code</u>	
	426
<u>Agency Ref</u>	<u>Advertiser Ref</u>

And:

National Media Research Planning & Placement  
815 Slaters Lane  
Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Totals	
											Spots	Amount
N 1	13	09/07/12	09/09/12	M-F 6a-7a	6a-7a		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
		Week: 09/03/12	09/09/12	----F--				1	\$375.00	2.40		
N 2	13	09/10/12	09/13/12	M-F 6a-7a	6a-7a		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
		Week: 09/10/12	09/16/12	M-----				1	\$375.00	2.40		
N 3	13	09/10/12	09/13/12	M-F 6a-7a	6a-7a		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
		Week: 09/10/12	09/16/12	-T-----				1	\$375.00	2.40		
N 4	13	09/10/12	09/13/12	M-F 6a-7a	6a-7a		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
		Week: 09/10/12	09/16/12	--W----				1	\$375.00	2.40		
N 5	13	09/10/12	09/13/12	M-F 6a-7a	6a-7a		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
		Week: 09/10/12	09/16/12	---T---				1	\$375.00	2.40		
N 6	13	09/10/12	09/13/12	M-F 7a-8a	7a-8a		:30			NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
		Week: 09/10/12	09/16/12	M-----				1	\$475.00	2.00		
N 7	13	09/10/12	09/13/12	M-F 7a-8a	7a-8a		:30			NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
		Week: 09/10/12	09/16/12	--W----				1	\$475.00	2.00		
N 8	13	09/07/12	09/09/12	M-F 8a-9a	8a-9a		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
		Week: 09/03/12	09/09/12	----F--				1	\$400.00	2.30		
N 9	13	09/10/12	09/13/12	M-F 8a-9a	8a-9a		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
		Week: 09/10/12	09/16/12	-T-----				1	\$400.00	2.30		
N 10	13	09/10/12	09/13/12	M-F 8a-9a	8a-9a		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
		Week: 09/10/12	09/16/12	---T---				1	\$400.00	2.30		
N 11	13	09/07/12	09/09/12	Sa 8a-9a	8a-9a		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
		Week: 09/03/12	09/09/12	-----S-				1	\$500.00	3.10		

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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565897 /	9771678	
Contract Dates	Product	Estimate #
09/07/12 - 09/13/12	NRCC IE 2012	155/426/2597
Advertiser		Original Date / Revision
National Republican Con:		08/03/12 / 08/03/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	<u>Totals</u>		
											Type	Spots	Amount
N 12	13	09/07/12	09/09/12	Su 7a-9a	7a-9a		:30				NM	1	\$500.00
Week:	09/03/12	09/09/12	-----S					1	\$500.00				
N 13	13	09/07/12	09/09/12	FOX News Sunday	9a-10a		:30				NM	1	\$200.00
Week:	09/03/12	09/09/12	-----S					1	\$200.00				
N 14	13	09/07/12	09/09/12	FOX NFL 2p	2p-CC		:30				NM	1	\$2,400.00
Week:	09/03/12	09/09/12	-----S					1	\$2,400.00				
N 15	13	09/07/12	09/09/12	M-F 530p-6p	530p-6p		:30				NM	1	\$550.00
Week:	09/03/12	09/09/12	-----F--					1	\$550.00				
N 16	13	09/10/12	09/13/12	M-F 530p-6p	530p-6p		:30				NM	1	\$550.00
Week:	09/10/12	09/16/12	M-----					1	\$550.00				
N 17	13	09/10/12	09/13/12	M-F 530p-6p	530p-6p		:30				NM	1	\$550.00
Week:	09/10/12	09/16/12	-T-----					1	\$550.00				
N 18	13	09/10/12	09/13/12	M-F 530p-6p	530p-6p		:30				NM	1	\$550.00
Week:	09/10/12	09/16/12	--W----					1	\$550.00				
N 19	13	09/10/12	09/13/12	M-F 530p-6p	530p-6p		:30				NM	1	\$550.00
Week:	09/10/12	09/16/12	---T---					1	\$550.00				
N 20	13	09/07/12	09/09/12	Sa 5p-530p	5p-530p		:30				NM	1	\$400.00
Week:	09/03/12	09/09/12	-----S-					1	\$400.00				
N 21	13	09/07/12	09/09/12	Su 5p-530p	5p-530p		:30				NM	1	\$450.00
Week:	09/03/12	09/09/12	-----S					1	\$450.00				
N 22	13	09/10/12	09/13/12	M-F 630p-7p	630p-7p		:30				NM	1	\$500.00
Week:	09/10/12	09/16/12	M-----					1	\$500.00				
N 23	13	09/10/12	09/13/12	M-F 630p-7p	630p-7p		:30				NM	1	\$500.00
Week:	09/10/12	09/16/12	--W----					1	\$500.00				
N 24	13	09/07/12	09/09/12	College Football Late	5p-cc		:30				NM	1	\$1,600.00
Week:	09/03/12	09/09/12	-----S-					1	\$1,600.00				
N 25	13	09/07/12	09/09/12	Football Fever Show	1005p-1035p		:30				NM	1	\$1,000.00
Week:	09/03/12	09/09/12	-----S-					1	\$1,000.00				
N 26	13	09/07/12	09/09/12	FOX NFL OT	FOX NFL OT		:30				NM	1	\$1,500.00
Week:	09/03/12	09/09/12	-----S					1	\$1,500.00				
N 27	13	09/07/12	09/09/12	M-F 9p-1005p	9p-1005p		:30				NM	1	\$1,200.00
Week:	09/03/12	09/09/12	----F--					1	\$1,200.00				
N 28	13	09/10/12	09/13/12	M-F 9p-1005p	9p-1005p		:30				NM	1	\$1,200.00

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	<u>Totals</u>		
											Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week:	09/10/12	M-----				1	\$1,200.00	3.80			
N 29	13	09/10/12	09/13/12	M-F 9p-1005p	9p-1005p		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week:	09/10/12	-T-----				1	\$1,200.00	3.80			
N 30	13	09/10/12	09/13/12	M-F 9p-1005p	9p-1005p		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week:	09/10/12	---T---				1	\$1,200.00	3.80			
N 31	13	09/07/12	09/09/12	M-F 1005p-1035p	1005p-1035p		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week:	09/03/12	09/09/12				1	\$450.00	2.20			
N 32	13	09/10/12	09/13/12	M-F 1005p-1035p	1005p-1035p		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week:	09/10/12	-T-----				1	\$450.00	2.20			
											Totals	85.30	32 \$22,025.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/13/12	32	\$22,025.00	\$18,721.25
<b>Totals</b>	<b>32</b>	<b>\$22,025.00</b>	<b>\$18,721.25</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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Rep #  Order#  9771678 Ver# 1 Status New Traffic Order#

EC#  No

Printed: 07/16/2012 1:07 PM  
Last Received: 07/16/2012 12:35 PM

Showing Buylines: All Lines

1 of 4

Station KSTU-TV SALT LAKE CITY, UT  
Advertiser ( ) POLITICAL ISSUE GROUP  
Product NRCCIE 2012  
Estimate# 2597  
Buyer Ben Angle  
Phone#  
Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING Rep Firm  
815 SLATTERS LANE Sales Office ( ) WASHINGTON  
ALEXANDRIA, VA 22314 Salesperson ( ) DAN DRUSCOLL  
Agency C/P/M/P/E 155/426/2597 Flight Dates 09/07/2012 - 09/13/2012  
Hiatus Weeks  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 917-206-9589

— CONTRACT COMMENT —

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

— REMARKS —

NEW ORDER

PLEASE CONFIRM

THANKS, NICOLE FOR DAN

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	DayPart
---	---	---	---	---	---	---	---	---	---	---	---	---
1	F		6A-7A	GOOD DY UTAH6A	:30	\$375.00	09/07-09/07	1	1	1	\$375.00	
Rating: 2.4												
2	M		6A-7A	GOOD DY UTAH6A	:30	\$375.00	09/10-09/10	1	1	1	\$375.00	
Rating: 2.4												
3	TU		6A-7A	GOOD DY UTAH6A	:30	\$375.00	09/11-09/11	1	1	1	\$375.00	
Rating: 2.4												
4	W		6A-7A	GOOD DY UTAH6A	:30	\$375.00	09/12-09/12	1	1	1	\$375.00	
Rating: 2.4												
5	TH		6A-7A	GOOD DY UTAH6A	:30	\$375.00	09/13-09/13	1	1	1	\$375.00	
Rating: 2.0												
6	M		7A-8A	GOOD DY UTAH7A	:30	\$475.00	09/10-09/10	1	1	1	\$475.00	
Rating: 2.0												
7	W		7A-8A	GOOD DY UTAH7A	:30	\$475.00	09/12-09/12	1	1	1	\$475.00	

Rep Order# 9771678 Ver# 1 Status New Traffic Order#

Printed: 07/16/2012 1:07 PM  
Last Received: 07/16/2012 12:35 PM  
Showing Buylines: All Lines

2 of 4

Rep EC'd No'	Station Advertiser Product Estimate#	KSTU-TV SALT LAKE CITY, UT ( ) NRCC IE 2012	Agency C/P/PZ/E	NATIONAL MEDIA RESEARCH PLANNING 815 SLAVERS LANE ALEXANDRIA, VA 22314 15542672597	Rep Firm Sales Office Salesperson	( ) WASHINGTON ) DAN DRISCOLL						
LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---
Rating: 2.3	9	TU	8A-9A	GOOD DY UTAH8A	:30	\$400.00	09/11-09/11	1	1	1	\$400.00	
Rating: 2.3	10	TH	8A-9A	GOOD DY UTAH8A	:30	\$400.00	09/13-09/13	1	1	1	\$400.00	
Rating: 2.3	11	SA	8A-9A	GOOD DAY UTAH8A	:30	\$500.00	09/08-09/08	1	1	1	\$500.00	
Rating: 3.1	12	SU	8A-9A	GOOD DAY UT-SU	:30	\$500.00	09/09-09/09	1	1	1	\$500.00	
Rating: 3.2	13	SU	9A-10A	FOX NWS SUNDAY	:30	\$200.00	09/09-09/09	1	1	1	\$200.00	
Rating: 0.9	14	SU	2P-5P	FOX NFL SU-GM2	:30	\$2,400.00	09/09-09/09	1	1	1	\$2,400.00	
Rating: 6.7	15	F	530P-6P	FOX13-LIVE@530	:30	\$550.00	09/07-09/07	1	1	1	\$550.00	
Rating: 2.0	16	M	530P-6P	FOX13-LIVE@530	:30	\$550.00	09/10-09/10	1	1	1	\$550.00	
Rating: 2.0	17	TU	530P-6P	FOX13-LIVE@530	:30	\$550.00	09/11-09/11	1	1	1	\$550.00	
Rating: 2.0	18	W	530P-6P	FOX13-LIVE@530	:30	\$550.00	09/12-09/12	1	1	1	\$550.00	

Rep Order# 9771678 Ver# 1 Status New  
EC'd 7/16 Agency ( ) NATIONAL MEDIA RESEARCH PLANNING Rep Firm ( ) WASHINGTON  
Advertiser ( ) POLITICAL ISSUE GROU Product ( ) NRCC IE 2012 Sales Office ( ) ALEXANDRIA, VA 22314  
Product Estimate# 2597 Agency C/R/P/Z/E 155/426/2597 Salesperson ( ) DAN DRISCOLL  
Buyer Ben Angle Flight Dates 09/07/2012 - 09/13/2012  
Phone# Fax# Hiatus Weeks  
-----  
LT Ln Day Time Program Len Rate Dates Spots/Week # of Weeks Total Spots Total Cost Daypart

Rating: 2.0

Rating: 2.0</p

Rep Order# 9771678 Ver# 1 Status New  
EC'd. No

Traffic Order#  
Printed: 07/16/2012 1:07 PM  
Last Received: 07/16/2012 12:35 PM

Showing Buylines: All Lines

4 of 4

Station KSTU-TV SALT LAKE CITY, UT  
Advertiser ( ) POLITICAL ISSUE GROU  
Product NRCC IE 2012  
Estimate# 2597  
Buyer Ben Angle  
Phone#  
Fax#

Agency	( ) NATIONAL MEDIA RESEARCH PLANNING	Rep Firm	Rep Office	( ) WASHINGTON
815 SLATERS LANE	ALEXANDRIA, VA 22314	Salesperson	( ) DAN DRISCOLL	
Agency C/P/R2/E	155426/2597	Salesperson Phone#	202-955-5342	
Flight Dates	09/07/2012 - 09/13/2012	Salesperson FAX#	917-206-9589	
Hiatus Weeks				

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---
---	30	TH	9P-930P	FOX NEWS AT 9	:30	\$1,200.00	09/13-09/13	1	1	1	\$1,200.00	
Rating: 3.8												

31	F	1005P-1035P	SEINFELD	:30	\$450.00	09/07-09/07	1	1	1	1	\$450.00	
Rating: 2.2												

32	TU	1005P-1035P	SEINFELD	:30	\$450.00	09/11-09/11	1	1	1	1	\$450.00	
Rating: 2.2												

—REPORT TOTALS—

Report Totals: 32 / \$22,025.00

—SALES MONTHLY TOTALS—

Sep 12: 32 / \$22,025.00

Sales Totals: 32 / \$22,025.00

Station Totals: 32 / \$22,025.00

Lines not sent/rclcd/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals	CABLE	KDLU	KJZZ	KSL	KSTU	KUTV	UNKB	UNKN
\$110,125	0%	0%	0%	24%	20%	35%		
	16%	KUCW	5%					

Books	null
Demos	RA3564